



P A T E N T

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)

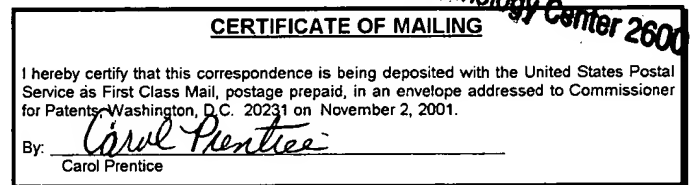
Makofka)

Application No.: 09/933,311)

Filed: August 20, 2001)

For: METHODS AND APPARATUS FOR THE DISPLAY OF ADVERTISING
MATERIAL DURING PERSONAL VERSATILE RECORDER TRICK PLAY MODES)

Commissioner for Patents
Washington, D.C. 20231



INFORMATION DISCLOSURE STATEMENT

Dear Sir:

In accordance with 37 C.F.R. §1.56, Applicant wishes to call
the attention of the Examiner to the following references:

U.S. PATENTS:

<u>Patent No.</u>	<u>Patentee</u>	<u>Date of Issue</u>
6,233,389	Barton, et al.	May 15, 2001
5,477,397	Naimpally, et al.	December 19, 1995

CO-PENDING U.S. PATENT APPLICATION:

<u>Application No.</u>	<u>Patentee</u>	<u>Date of Issue</u>
09/520,968	Safadi, et al.	March 8, 2000

Applicant is also aware of personal video recorder
technology developed by ReplayTV, Inc. of Mountain View,

California, which provides for the insertion of a commercial under certain circumstances after the recorded playback is paused. It is Applicant's understanding that the commercial insertion occurs only when the playback is paused for a predetermined amount of time or during channel change delays. Applicant does not possess any documentation relating to this ReplayTV, Inc. technology and is aware of this technology from attending a ReplayTV demonstration in calendar year 2000. No implementation details were provided regarding the commercial insertion feature during this demonstration. Consistent with the information provided at this demonstration, Applicant submits herewith current pages from the ReplayTV web site which discuss the "pause ad" feature as implemented in their current design. Applicant provides this information in the interests of full disclosure, which disclosure does not constitute an admission that this information comprises prior art.

The above-listed patent application is a commonly owned co-pending application which is submitted for the Examiner's convenience as it is discussed in the present application. Applicant does not submit that the enclosed co-pending application comprises prior art.

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A copy of each of the above-listed references is enclosed together with a completed form PTO-1449.

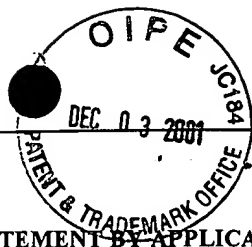
Consideration of these references by the Examiner is respectfully requested. This Information Disclosure Statement is being filed within three months of the patent application filing date. Moreover, to date, a first Office Action on the merits has not been received in connection with this application. This Information Disclosure Statement is therefore believed to be timely filed and no fee is due.

Respectfully submitted,



Date: November 2, 2001
ATTORNEY DOCKET NO.: GIC-626

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FORM PTO-1449

ATTY. DOCKET NO.: GIC-626

SERIAL NO.:
09/933,311**INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

APPLICANT(S): Makofka

FILING DATE: August 20, 2001

GROUP:

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE
	AA	6,233,389	May 15, 2001	Barton, et al.			
	AB	5,477,397	Dec. 19, 1995	Naimpally			

RECEIVED
DEC 05 2001
Technology Center 2100

RECEIVED
DEC 14 2001
Technology Center 2800

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	TRANS- LATION YES NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, etc.)

	AC	Web pages from ReplayTV, Inc. web site, replay.com, entitled "ReplayTV Targeted Advertising System," printed on November 1, 2001 (3 pages).

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.